



Pico Rivera Sheriff's Station

6631 S. Passons Blvd Pico Rivera, Ca 90660
Phone (562) 949-2421 Fax (562) 949-5957

www.lasd.org

Press Release

Leroy D. Baca, Sheriff

Classification:	Wireless Communication Devices Enforcement	
Date:	June 20, 2010 through August 31, 2010	
Incident Location:	City of Pico Rivera Pico	
C/P Location:	Pico Rivera Sheriff's Station 6631 S. Passons Blvd, Pico Rivera, Ca 90660	

GOT WIRELESS?

"PUT IT DOWN!"

Distraction from the primary task of driving presents a serious and potentially deadly danger.

Pico Rivera, Calif. – If you're planning to hit the road for a summer getaway, or just your daily commute, be sure that your driver is focused on their most important task: driving! Law enforcement throughout the county, including **the Los Angeles County Sheriff Department - Pico Rivera Sheriff Station** will be looking for drivers using cell phones and other wireless devices while driving.

The fine is now \$142 for a first time offense, and \$256 for a second offense.

"Keep your friends and family safe by focusing on driving," said **Lieutenant Andrew Berg of the Pico Rivera Sheriff's Station**. "We will be looking for motorists throughout the area who are using wireless devices inappropriately. If you must use a phone, be sure to use a hands-free device. It's not just about avoiding a ticket; it's about keeping the ones you care about alive."

Violators will receive citations – no warnings. The campaign relies on enforcement and public education as a means to help save lives on California's roadways. "Drivers are making positive changes in their behavior, but there are still too many drivers who either don't realize just how dangerous distractions behind the wheel are, or are willing to take that risk," said Lieutenant Berg.

The hazards are clear. Did you know...

The average U.S. teen now sends or receives an average of 2,899 text messages per month.

Using a cell phone while driving causes the reaction time of an 18–25 year old to be reduced to that of a 65–74 year old.

It's estimated that 330,000 people are injured every year because of cellphone use while driving.

48% of all teens age 12–17 say they have been in a car when the driver was texting.

At least 28% of all traffic crashes—or at least 1.6 million crashes each year—are caused by drivers talking on cell phones or texting.



**Los Angeles County
Sheriff's Department**

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Sources: The Pew Research Center's Internet and American Life Project survey 2009; AAA study 2007; Harvard Center for Risk Analysis 2002; The National Safety Council; National Highway Traffic Safety Administration; Virginia Tech Transportation Institute.

Drivers that engage in distracting activities in the car pose a serious and deadly risk to everyone on the road. NHTSA estimates that in 2008, the most recent year for which data is available, 5,870 people lost their lives and another 515,000 were injured in police reported crashes in which one form of distraction was noted on the crash report. These numbers represent 16% of all overall motor vehicle fatalities and 21% of all injury crashes in 2008.

A 2009 Traffic Safety Culture Survey conducted by the AAA Foundation for Traffic Safety found that 35% of drivers surveyed felt less safe on the road today than they did five years ago. Thirty-one percent of those cited distracted driving as the reason.

"Decades of experience with drunk driving have taught us it takes a consistent combination of education, effective enforcement, a committed judiciary, and collective efforts by local, state and national advocates to put a dent in the problem," according to Transportation Secretary Ray LaHood

Motor vehicle crashes are the leading cause of death for teenagers in the United States. Teen drivers (between 16 and 19) are involved in fatal crashes at four times the rate of adult drivers (25 to 69), per mile driven. A 2009 NHTSA analysis shows that 16% of all drivers under 20 in fatal crashes were reported distracted. The number of teen drivers using cell phones appeared to be more than all other age groups combined. There is a well-accepted body of research that demonstrates that immaturity and inexperience behind the wheel makes teen drivers more susceptible to distractions than other drivers. Only 28% correctly believe that talking on a cell phone while driving makes a difference to driving safety. Fifty-seven percent indicated that they witness their friends talking on the phone always or often.

For more information, see

<http://distraction.gov/> , <http://impactteendrivers.org/> , <http://dont-drive-stupid.com/> , or <http://www.turnofftexting.com/> .

For Additional Information Contact:

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